

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1.(amended): A decentralized web site content control system wherein said web site includes a plurality of web pages and is operated by a web site operator, said system comprising:

allowing said web site operator to divide ~~dividing a~~ said web site that is operated by a web site operator and includes a plurality of web pages into at least two discrete areas, each of said areas being adapted to having the content therein controlled independently of the other discrete area;

allowing said web site operator to assign ~~assigning~~ control over the content of a first of said discrete areas to a first content authority; and

allowing said web site operator to assign ~~assigning~~ control over the content of a second of said discrete areas to a second content authority, said first and second content authorities being capable of exercising said control in their respective discrete areas independently of one another and of said web site operator;

allowing said first and second content authorities to control the content of their respective discrete areas while said discrete areas remain on said web site; and

allowing all visitors to said web site to view the same content in at least one of said discrete areas until such content is changed by the content authority that controls said at least one discrete area.

2.(original): A decentralized web site content control system of claim 1 wherein said dividing creates said two discrete areas on the same web page.

3.(original): A decentralized web site content control system of claim 1 including providing each of said first and second content authorities with a unique identifier, each of said unique identifiers being associated exclusively with one of said discrete areas, and allowing said first and second content authorities to exercise said control through the use of said unique identifiers from locations remote from said web site and one another.

4.(withdrawn): A method of distributed screen space content control comprising:

establishing independent updateable screen space areas on a web site that is operated by a web site owner and includes a plurality of web pages;

establishing a unique location for each said screen space area on a web page, and establishing a format for said content that may be entered into each said screen space area, and providing program code associated with each said screen space area that is capable of identifying a unique content identifier;

identifying a plurality of independent content providers and assigning a said unique content identifier to each such content provider;

allowing each said content provider to submit content associated with its unique content identifier to said web site, and allowing said program code to recognize the unique content identifier that was assigned to a said content provider and to pull said content to the screen space area that such program code is associated with; and

displaying the content submitted by said content provider in the screen space area that said content was pulled to.

5.(withdrawn): A system for collecting information for display on the internet comprising:

collecting information from a provider of such information;

relating such information to a particular region on a computer screen;

storing such information;

controlling which region of said computer screen said information is displayed in;

and

controlling access to the region of said computer screen where said information is stored.

6.(withdrawn): A system for collecting information for display on the internet according to claim 5 including providing said provider with a form for inputting said information.

7.(amended): Process for collecting information including providing distributed control ~~to the input of the~~ over the posting of content of to a web site that is operated by a web site operator, said web site having at least one web page, said process that is operated by a web owner comprising:

allowing said web site operator to define ~~defining~~ a plurality of separate regions on a said web site, and ~~assigning to assign~~ a separate identifier ~~for to~~ to each said separate region;

providing each of a plurality of separate sources of said ~~information~~ content with at least one of said separate identifiers; and

permitting each of said separate sources to independently ~~input said information~~ post content to into the said separate region that is associated with the said separate identifier that was provided to such said separate source; and

permitting all visitors to said web site to view the same content in at least one said separate region until said same content is changed by the separate source that holds the separate identifier associated with said one separate region.

~~collecting said information from at least two of said regions, and analyzing said information.~~

8.(new): A process of claim 7 including collecting said content from at least two of said regions, and analyzing the resulting collected content.

9.(new): A process of claim 7 including allowing the web site operator to change the content in said separate regions.